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March 16, 2010

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

RE: Notice of Ex Parte Communication  
GN Docket No. 09-51

Dear Ms. Dortch:

On March 15, 2010, the undersigned of this Firm together with Debra Lee, Scott Mills, Denmark West and Tom Reynolds of BET Networks met with Chairman Julius Genachowski, Sherrese Smith, David Goldman, William Lake and Shomik Dutta of the Chairman's office to discuss the information set forth in the attached presentation.

This letter is being submitted electronically in the above-referenced docket, which has been granted permit-but-disclose status, pursuant to Section 1.1206(b) of the Commission's Rules. Should you have any questions concerning this submission, kindly contact the undersigned.

Very truly yours,

/s/

Antoinette Cook Bush  
*Counsel to BET Networks*

Marlene H. Dortch  
March 16, 2010  
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Enclosure

cc (via email): Chairman Julius Genachowski  
Sherrese Smith  
David Goldman  
William Lake  
Shomik Dutta



# **Increasing African American Broadband Adoption**

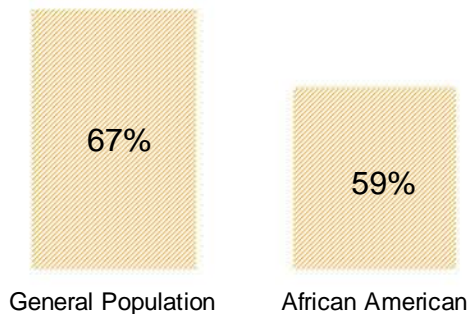
**Discussion Document**

**Washington, DC**

*March 15, 2010*

# BETN shares the FCC's commitment to addressing the lagging adoption of broadband among African Americans

**US Broadband Adoption Rates**

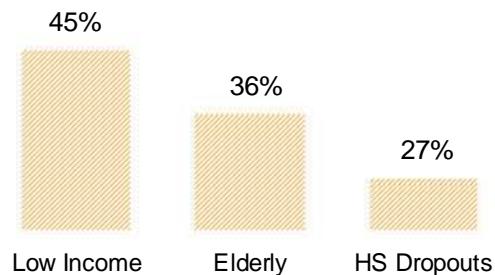


**African American  
broadband adoption  
lags that of the general  
population**

*Source: OBI Working Paper Series No. 1, FCC, Feb. 2010*

**&**

**African American Subpopulation  
Adoption Rates**

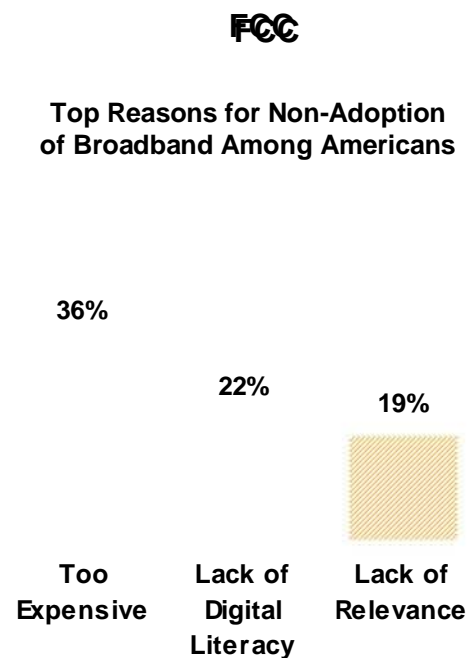


**Non-adoption is most  
severe in groups that  
would most benefit  
from broadband**

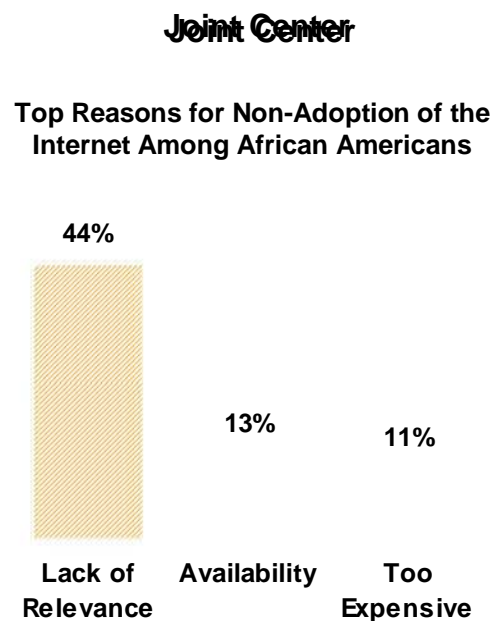
*Source: Joint Center for Political and Economic Studies Report on National Minority Broadband Adoption, Feb. 2010*

# Relevance is a key barrier to adoption – especially among African Americans

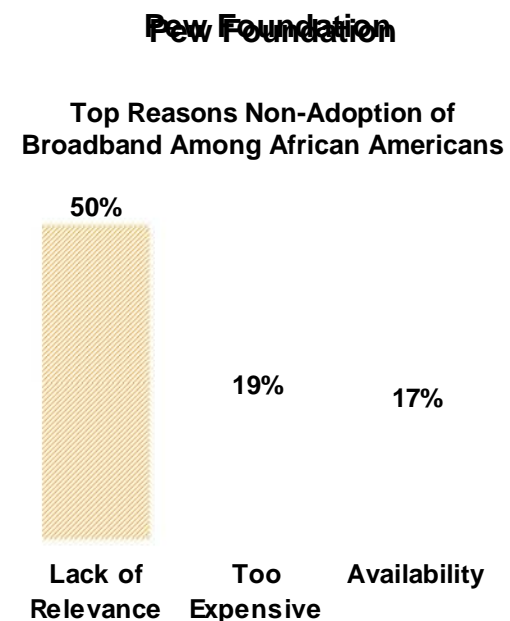
## TOP REASONS FOR NON-ADOPTION



Source: OBI Working Paper Series No. 1, FCC, Feb. 2010



Source: Joint Center Report on National Minority Broadband Adoption, Feb. 2010



Source: Pew Internet Home Broadband Adoption Study, June 2009

# BETN has a 3-part approach to driving African American broadband adoption

1

## Create A Broadband “Culture Of Usage”

- ▶ Organically and consistently integrate compelling broadband elements into our TV programming and marketing
- ▶ Leveraging:
  - Our community’s high TV consumption, and
  - BET’s position as the #1 cable network in African American households
- ▶ *This approach drives the ‘natural adopters’*

2

## Expand Broadband Consumer Research

- ▶ Utilize BETN’s Consumer Research function to further study African American perspectives and attitudes towards broadband adoption.
- ▶ Partner with the Joint Center for Political and Economic Studies on an adoption White Paper and other studies.
- ▶ *Focus is understanding non-adopters*

3

## Create a Public/ Private Partnership Focused on Adoption

- ▶ Partner with the National Urban League, One Economy, the Joint Center and a series of broadband application providers to launch:
  - A targeted national awareness campaign;
  - A targeted broadband community portal; and
  - Community-based digital literacy centers
- ▶ *Focus is driving most vulnerable non-adopters*

# BETN is uniquely well positioned to drive broadband adoption amongst African Americans

## BET Networks Assets

### Television



- Top 20 cable network
- #1 cable network for AAs
- 90+ million homes



- Launched Q4 2009
- 45 million homes



- 20+ million homes

### On-line



- Up to 4M monthly uniques
- Largest AA-targeted non-portal related site



- Nearly 300 publishers
- Over 20M monthly visitors
- Over 500M monthly impressions

### Mobile



- Largest AA-targeted WAP site
- Up to 120k votes via SMS for 106 & Park contests

### Radio



- Partnership w/ Westwood One
- Weekend countdown heard in over 50 markets

### In-Market



- Weekly community events around health and empowerment



- Events at 14 HBCU campuses each fall
- Over 50% turnout



- Launched in 2009
- Promotion of concerts and other AA-targeted events

# BET is driving a broadband “culture of use” with innovative approaches to its entertainment programming franchises

## MULTIPLATFORM PROGRAMMING



Television



On-Line

## EXAMPLES OF BROADBAND INTEGRATION



Users uploaded video submissions for Ultimate Fan Contest for chance to present an award on-stage



“Freestyle Friday” is a weekly battle of amateur rappers with archive footage available on-line



Exclusive online video series with high production values and real star power – promoted on-air



Users can audition online via video upload and the highest vote getters are integrated into the show



# BETN is a leading source of AA research and has interviewed over 80,000 AA consumers in the past 18 months

## EXAMPLES OF RECENT RESEARCH STUDIES



- ▶ Black Family Study
- ▶ African-American Segmentation Study
- ▶ Census 2010: The Changing Black Population
- ▶ Music Consumption Study
- ▶ Simmons Multi-Media Engagement Study
- ▶ Web 2.0/Digital Applications Study
- ▶ Brand Health Study
- ▶ Specials Viewing Habits & Practices Study
- ▶ BET Programming Diagnostic Research
- ▶ Color of Beauty – HBA Study
- ▶ Urban Youth Study
- ▶ SMG Beyond Demographics

# **In fact, BETN and the Joint Center are co-authoring a white paper on marketing broadband to minorities this month**

## **WHITE PAPER - MARKETING BROADBAND TO PEOPLE OF COLOR**

### **Levers**

- ▶ Messaging & Creative
- ▶ Multi-Platform Programming
- ▶ Content & Applications

### **Outcomes**

- ▶ Increase Relevance
- ▶ Stimulate Demand
- ▶ Drive Adoption

# We have proposed a public-private partnership under BTOP-SBA to drive awareness, relevance, and digital literacy

## Multiplatform Campaign

- ▶ Two-year broadband awareness and adoption campaign targeting non-adopters
- ▶ Leveraging all BETN media platforms – TV, online, mobile, VOD, and in-market
- ▶ Ongoing measurement component around effectiveness and results



## African American “Life Portal”

- ▶ Best-in-class applications, information and communities tailored to AA-specific needs
- ▶ Focus on areas of critical need: health/wellness; education; and jobs/training.



## Local Digital Literacy Efforts

- ▶ Community outreach with Digital Connector programs in various targeted communities
- ▶ Trained youth promote the adoption and use of technology within their communities

